

LOGO – EXCLUSION ZONE ENERGY & UTILITIES jobs

It's important that this area is kept clear. The space around the logotype should always be relative to half the size of the icon. The exclusion zone must be applied wherever the logotype is used.

LOGO - VERSIONS

Full colour





Single colour





White out





CORE COLOUR PALETTE

Primary Colour Palette								
	Print		Digital					
	C	100%	R	0%				
	M	10%	G	133%				
	Y	0%	B	207%				
	K	10%	Hex	#0085CF				
	C	0%	R	255%				
	M	16%	G	203%				
	Y	100%	B	0%				
	K	0%	Hex	#FFCB00				
	C	0%	R	77%				
	M	0%	G	79%				
	Y	0%	B	79%				
	K	85%	Hex	#4f4d4d				

Second	ary Co	olour Palett	e	
	Print		Digital	
	C	16%	R	210%
	M	45%	G	142%
	Y	100%	B	0%
	K	5%	Hex	#D28E00
	C	100%	R	0%
	M	88%	G	28%
	Y	0%	B	168%
	K	5%	Hex	#001CA8

TYPOGRAPHY

Online and print

Headline 1

Roboto Regular Font size: 36pt Leading: 50pt

Headline 2

Roboto Regular Font size: 27pt Leading: 29pt

Headline 3

Roboto Regular Font size: 24pt Leading: 35pt

Body copy

Roboto Regular Font size: 18pt Line height: 30pt

Word and PowerPoint presentations

Main heading

Trebuchet MS 24pt

Section heading Trebuchet MS 18pt bold

Sub heading Trebuchet MS 14pt

Body Trebuchet MS 12pt

In all cases, if these fonts are not available (for example on some PCs), you should use Arial instead.

IMAGES AND ICONOGRAPHY



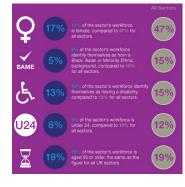
ove

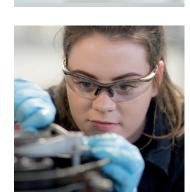
AUTUR

EAR



















Subject

The images will cover all areas of our industries.

Light

All images will have a clean 'natural' light.

Style

Where possible there will be a focal point and depth of field in situational shots. Use the crop and detail of the images to increase the dynamism and energy of the shot. Steer clear of stereotypes and use modern dynamic images.

Icons/info-graphics

Used to portray industry statistics. Clean and concise.